



WSDOT's Role in Managing Demand

TDM objectives in the I-405 program

- Increase system efficiency
- Mitigate construction impacts
- Support GMA and CTR goals



Trends and Needs on I-405

- One of the most congested freeways in state
 - 56% growth in daily trips (1997-2020)
 - 10-12 hours of congestion per day in worst areas.
- Critical to trade and state economy
 - Washington : #1 trade-dependent state in the U.S.
- Essential to growth management
 - Investments support smart growth strategies.

	<u>1997</u>	<u>2020</u>
Population	564,391	764,660
Employment	408,635	552,724



I-405 Master Plan: A Multimodal Future

- Achieved regional consensus on I-405 Corridor Master Plan
- 2 new lanes planned in each direction
- Bus Rapid Transit system
- Key chokepoints fixed in Renton, Bellevue, Kirkland, Bothell
- 9 new transit centers added
- 50% transit service increase with HOV land & new direct access ramps
- Local arterials improved
- 5000 new Park & Ride spaces
- 1700 new vanpools
- Environmental enhancements



The Plan for TDM on I-405

- New incentives for commuters that take the bus, carpool or vanpool, walk or bike
- Expanded employer-based programs
- Marketing and promotions
- Telecommuting, land use strategies, and programs to affect non-commute trips
- Oversight and management structure that builds in flexibility and responsiveness





Addressing I-405 Construction Impacts: *the Travel Options Program*

- Focus on I-405 Corridor during construction
- I-405 TDM Work Group helps develop ideas, priorities, get feedback
- New programs will start to roll out in Spring 2006; build communications campaign during fall and winter
- Jump-starts implementation of larger TDM plan





Travel Options Program *Priorities*

- Communications tools: list serve, website, mailers (looking at radio ads, press releases in future)
- Business Outreach
- Transit route promotion
- Residential programs
- Incentives





Development of the TDM Plan

Outreach and input

- Citizens Advisory Group
- Technical Staff Committee
- Executive Committee
- Other groups and individuals





Lessons Learned

- Demand Management integrated at all stages of process
- Plan developed in partnership with other agencies
- TDM strategies must be tied to community needs and desired outcomes
- Take advantage of TDM's flexibility

